KTVU FCC ISSUES & PROGRAMS REPORT FOURTH QUARTER 2009

KTVU FCC ISSUES & PROGRAMS REPORT PROGRAM LIST **FOURTH QUARTER 2009**

The following is a list of programs along with a brief description of that program:

Bay Area People

A weekly, one-half hour, community affairs program, which explores community issues. problems and solutions. The program features cultural and artistic activities from various ethnic communities, as well as conducting book reviews, relaying news related concerns and features of interest to Bay Area residents. This program aired Saturdays at 6:30 am.

Bay Area People - Public Service Announcements

These PSAs are locally produced, community calendar billboard announcements that are approximately: 10 (ten seconds) in length, featuring community events, organizations, referrals and services. These air within the program Bay Area People.

The KTVU Morning News – Early Edition

This live newscast airs 5:00am to 6:00am Monday – Friday. In addition to local, regional and national news, this newscast features frequent traffic and weather updates and Bay Area business news.

The KTVU Morning News

This one-hour, live newscast airs Monday-Friday 6:00am to 7:00am. In addition to local, regional and national news, this newscast features frequent traffic updates and Bay Area business news.

Mornings On 2

A live, two-hour, locally produced, news and interview program featuring local, regional, national and international news stories and features. Also, local traffic and weather updates. Included are in-depth interviews with local members of government, consumer issues and other reports of interest to Bay Area viewers.

Airs daily, Monday through Friday, 7:00 am to 9:00 am.

The Noon News

A one-half hour, live, locally produced newscast that airs Monday-Friday, from 12noon to 12:30 pm. The program includes the latest news, features and reports on issues of interest to the community, as well as national news. The program employs live, on-site reports and inserts from the surrounding communities.

KTVU News at 5

A live, one-hour newscast, airing Sunday-Friday from 5:00pm to 6:00pm, featuring reports on local and regional news

KTVU News at 6

This live newscast airs Monday-Saturday, 6:00pm to 6:30pm. The program features reports on local and regional news.

The 10 O'Clock News

This station's daily, one-hour newscast, airs from 10:00pm to 11:00pm, Monday through Sunday. In addition to local, regional, national and international news, the program features in-depth news coverage on matters of local public concern, as well as, special reports on significant public events.

Public Service Announcements

KTVU airs :05, :10, :15, :20, :30 and :60 second, local, regional and national public service announcements on all day parts including prime time. The announcements cover a wide range of topics, including; social issues, health, human services, conservation and education.

Election

Air Date

Program

Length

10/7/09

All Newscasts

2:48

If San Francisco Mayor Gavin Newsom wants to become California's next governor; he'll have to win over a lot of voters. A new KTVU field poll shows Attorney General Jerry Brown has a 20-point lead over Newsom among Democrats. On the Republican side, the race is wide open. With the primary still eight months away, Brown hasn't formally entered the race. Senator Feinstein hasn't ruled out a late entry into the campaign and if she does enter; she'd become the favorite: 40% to Brown's 27%, with Newsom trailing. On the Republican side, former Ebay CEO Meg Whitman is favored by 22% of the Republicans surveyed. Former Congressman Tom Campbell is close behind at 20%. Insurance Commissioner Steve Poizner is a distant third. Significantly though, 49% haven't decided. Regardless of which Republican wins the primary, they'd be an underdog in the general election. Both Democrats hold leads over all three Republicans.

10/7/09

All Newscasts

2:40

Republican Meg Whitman picked up a big-name endorsement in her bid to become California's next governor. Whitman's campaign announced...former New York City Mayor Rudy Giuliani is backing her. In a statement Giuliani said Whitman could reenergize the Republican Party's grassroots. Giuliani could help Whitman with conservative Republicans and with fundraising.

10/30/09

All Newscasts

2:45

So what happens now? The Republicans are running for governor: Meg Whitman, Steve Poizner and Tom Campbell. But is it possible Jerry Brown will be the only Democrat in the race? Even thought California is a heavily Democratic state, there are no Democrats running for Governor. Attorney General Jerry Brown will most likely run, but hasn't made it official yet. California is far to tantalizing for Democrats to ignore. Some speculate that southern California Congresswoman Jane Harman, who ran for governor once before, is thinking about trying again. Harman has vast amounts of money and is the richest woman in congress. But the biggest last minute splash could come from Senator Dianne Feinstein. Feinstein is now one of the most powerful members of the senate. Still, the former San Francisco mayor thinks of herself as an executive and has long coveted the governor's office. She ran once, and lost before becoming senator.

We called Feinstein's office this evening and her spokesperson told us she's till thinking about a bid for the governor's office, but still hasn't made up her mind. Feinstein is 76 years old, if she ran, would age become an issue? Maybe, but Jerry Brown is 72 years old. As for the grind of running for governor: flying up and down the state is easier than flying back and forth to Washington. And if she won, the San Francisco-Sacramento commute is certainly quicker than SFO-Dulles. And some say she wouldn't even have to campaign that hard. Polls show her as the most popular politician in the state. And with Emily's list behind her, she could raise millions of dollars in a heartbeat.

During the past quarter, KTVU broadcast programming that was responsive to community issues. Due to the extensive amount of such programming, the issues and programs list contains only a portion of the locally produced, issue responsive programming actually broadcast by KTVU.

Business

<u>Air Date</u> <u>Program</u> <u>Length</u>

10/5/09 All Newscasts 1:03

Details about a severance proposal are emerging tonight as Nummi gets ready to begin union negotiations tomorrow at its' auto plant in Fremont. KTVU obtained a document that Nummi sent last month to the United Auto Workers in Detroit. According to the document, Nummi is proposing paying workers with 3 to 20 years of service at the plant between \$5,100 and \$35,000 when the plant closes down next month. Some workers say that amounts to a slap in the face. Nummi workers in Kentucky received between \$41,000 and \$72,000 for 5 to 20 years of service. Toyota and Nummi did not provide spokespersons to discuss the severance proposal.

10/5/09 All Newscasts 2:41

The grand dame of food magazines...Gourmet Magazine, will shut down by the end of the year. Conde Nast, which publishes Gourmet, announced today that Gourmet and several other of its' well-known publications have become victims of today's economy and new technologies. Conde Nast also plans to two well-known wedding magazines; Modern Bride and Elegant Bride. Conde Nast will still continue to publish most of its' magazines including The New Yorker, Vogue, and Vanity Fair.

10/20/09 All Newscasts 2:30

We talked with a handful of employees here at the headquarters of Sun Microsystems today...several had said they had not heard about the layoffs, others had said it was not completely unexpected. In Santa Clara today, many Sun employees were concerned about the layoff announcement. Their plan included laying off up to 3,000 employees worldwide during the next 12 months. Sun is in the process of being acquired by Oracle, but Oracle's deal has been delayed as the European Union investigates anti-trust issues. Tonight the company gave no indication of where the layoffs might come. Bay Area employees say there's nothing they can do but wait. Analysts warn there might be more layoffs if Oracle acquires Sun and decides to make its' own cuts.

10/22/09 All Newscasts 3:02

It's the latest thing in computer. Microsoft released Windows 7 today. It's billed as streamlined and more user-friendly version of the operating system that runs the bulk of the world's PC's. So does it live up to the hype? Workers at this Best Buy store in San Jose's Santana Row say they had a busy morning with customers interested in Microsoft's new operating system. New PC's will now come loaded with Windows 7, which replaces the prior operating system, Vista, described to us as problematic and annoying. Some say the new software could help Microsoft recover some of the market share that has swung to Apple. Microsoft says those with Vista will have an easier time upgrading to Windows 7, than those with XP. Some experts say don't expect a huge sales rush initially, rather the impact will be seen in the long term.

10/22/09 All Newscasts 3:00

Voters in Walnut Creek are just weeks away from deciding an issue that's created sharp divisions in their city and a lot of campaign spending. The matter now involves a proposed new Neiman Marcus store downtown. The store itself isn't what's controversial. The new 92,000 square foot store would replace the David M. Brian store. Voters will have their say about it on November 3rd. Part of the controversy includes parking concerns. Campaign documents indicate Taubman Centers, which owns Sun Valley Mall in Concord, has spent more than half a million dollars trying to defeat Measure I. Those documents show supporters have spent about the same amount. Neiman Marcus is reportedly under contract with Broadway Plaza's owners. But opponents say that's no guarantee Neiman Marcus would actually open. A media blitz by Measure I backers tout the project as one that will create new jobs, generate \$400,000 in sales tax revenue each year and cement the city's reputation as a premiere shopping destination.

10/24/09 All Newscasts 1:44

You've probably seen them popping up around the Bay Area...cupcake shops are enjoying a boom and generating big business despite the recession, or maybe because of it. Gourmet cupcakes have gone from a trendy niche market to a mainstream must-have. An affordable luxury, cheaper and more convenient than a whole cake and easy to pass around, cupcakes are a hit everywhere from supermarkets to specialty boutiques. At Frosting Bakeshop in Mill Valley, business is going so well, owner Karen Tripp is opening a second, bigger store and hiring twelve more employees. This is just one of the 29 million small businesses which account for more than half of all private sector jobs in the U.S., in fact, small business has created 60% of new jobs over the last 15 years.

10/29/09 All Newscasts 4:48

Did Toyota know American consumers were driving vehicles with a possibly deadly defect? One Bay Area attorney says Toyota did know and he says he has the evidence to prove it. San Mateo attorney John Kristensen represents four families, including the Stewarts, who are suing Toyota for product liability, negligence, failure to warn and wrongful death. He showed us Stewart's truck and the snapped relay rod that caused the fatal crash. He said Toyota issued a recall in Japan, but didn't issue the same recall in America, until one year later. Levi Stewart's family says they hope to change how automakers handle defects in their products. The lawsuit against Toyota is set for trial in November 2010 in Los Angeles.

Community Interest / Services

<u>Air Date</u> <u>Program</u> <u>Length</u>

12/12/09 Bay Area People 5:42

The Montclair Pet Mayor Race is an annual fundraising contest to elect a Pet Mayor for Montclair Village in Oakland. Meet new Mayor, "Little Bear," a Pomeranian-mixed American Eskimo and Vice mayor and Beagle, "Bella." With a dollar for every vote, proceeds go to the Montclair Pet and Wildlife Fund for pets and wildlife in need. This year, nearly \$20,000 was raised to help care for local wildlife. Originally aired 6/27/09.

12/12/09 Bay Area People 8:49

Well known for its spectacular bridges, diverse culture, iconoclastic citizens, the San Francisco Bay Area is also home to one of the world's most vibrant graffiti scenes. Steve Rotman, author and photographer of Bay Area Graffiti, shares with us hundreds of photos taken during a four-year span, of abandoned buildings, tunnels and back alleys of San Francisco, Oakland, and Berkeley and beyond. His book documents the artistry that makes graffiti both high art and community nuisance. Originally aired 6/27/09.

12/19/09 Bay Area People 5:00

Come help the San Mateo City Firefighters and the Muscular Dystrophy Association kick off their annual chili cook-off. Over fifteen firefighting districts around the Bay Area wil compete to win one of four types of prizes. In addition to chili, there will be live music, raffles, and much more. So get your taste buds ready and join the festivities August 29th, from 11:00am to 5:30pm Central Park Baseball Field in San Mateo. Originally aired 8/22/09

12/19/09 Bay Area People 5:00

A new and permanent exhibit featuring Thomas G. Fowler's collection of Inuit and Eskimo art is opening August 28th at the De Young Museum in San Francisco. Yua, Spirit of the Arctic: Eskimo and Inuit Art, is a unique collection reflecting many trips Fowler took to Alaska. The installation includes 80 objects from the 3rd century B.C. to the contemporary era.

Originally aired 8/22/09.

12/26/09 Bay Area People 5:00

Children's Fairyland, founded in 1950 in Oakland, is the oldest storybook theme park in America. This year, they are celebrating their 50th anniversary of the Magic Key Storybook and Legendary Puppet Theater. A special guest appearance will be Bruce Sedley, creator of the Magic Key and a Bay Area TV legend. In the early 60's he hosted a Three Stooges program on KTVU Channel 2. Originally aired 8/29/09.

Crime & Justice

<u>Air Date</u> <u>Program</u> <u>Length</u>

10/5/09 All Newscasts 4:46

What happens in an Oakland courtroom tomorrow could have a major impact on the murder trial of former Bart Police officer Johannes Mehserle. A judge plans to hear arguments pertaining to the defense request for a change of venue. In tonight Special Report, Mehserle's request to move the trial is based on events from the past. Protestors set cars on fire and smashed storefronts saying a white Bart police officer executed an unarmed black man, Oscar Grant. Fearing more violence and a racially divided jury pool, the attorney for that former officer is asking a judge to move the trial...convinced Johannes Mehserle cannot get a fair trial in Alameda County.

10/5/09 All Newscasts 2:53

San Francisco's police chief has said its' one of his top priorities, and late today, his officers raided another house allegedly being used as a front for an illegal marijuana growing operation. The house is on 36th Avenue, near Rivera Street in the Sunset District. Neighbors told us they had no idea there was a pot farm nearby. This is one of more than three-dozen uncovered in the district just this year. The raids resulted in the arrest of 44 people and the seizure of more than 8,000 plants, \$84,000 in cash and 20 firearms. Lt. Mike Caplan, a 27-year veteran, says he's never seen so many raids in one neighborhood before. Police told us a tip led them to search this home. Police say this case is not tied to any of the previous raids. Investigators say the suspects appear to be independent growers trying to make money quickly.

10/20/09 All Newscasts 2:10

Oakland's new police chief is vowing tonight to take a new approach to crime fighting. Chief Anthony Batts officially took the oath of office this evening and immediately announced a multi-pronged plan to bring crime under control. Batts enters a department beleaguered by street violence, low public opinion, and budget cuts. Batts is a strong advocate of community policing and he advocates implementing regional policing, where chiefs from others cities work collectively to reduce crime around the Bay Area.

10/22/09

All Newscasts

1:55

Federal prosecutors announced a slew of indictments today against a San Francisco group they say was growing marijuana all across the Central Valley. The indictments came after authorities raided dozens of homes in five cities, where authorities say the group was producing tens of millions of dollars worth of pot. Among those indicted was Dickson Hung. Prosecutors say he devised the scheme in March 2006. The indictments say Hung, who was a realtor at the time, used his girlfriend and other acquaintances to buy about 50 homes in the Central Valley. They said Hung and his associates would then use the houses as indoor pot growing operations. Hung remains a fugitive. Federal agents say Hung and his associates face charges of mortgage fraud in and mail fraud in addition to drug charges. They estimate the operations could have produced as much as 11 tons of marijuana, a year netting the growers as much as \$96 million annually.

10/24/09

All Newscasts

2:23

Police officers from around the Bay Area and as far away as Europe are in the middle of an intense weekend of training. They're sharpening their skills to be able to handle a wide variety of incidents including terrorist attacks. Twenty-five mock disasters are taking place throughout the Bay Area this weekend under Urban Shield, the Nation's largest Homeland Security drill. About 3,000 people comprised of 27 tactical teams are competing this year.

10/30/09

All Newscasts

2:01

San Jose Police are about to become the first law enforcement agency in the nation to test a new camera...officers can wear. The same company that makes police tasers developed the devices, which are meant to record police actions on the street. For three months, San Jose Police officers will field-test the "uniform-cam," providing feedback for "Axon" inventors, "Taser International." Interestingly enough, the San Jose Police Department is right now investigating several "officer misconduct" allegations...including "excessive force" on a student, who's arrest for possible assault was recorded on a roommate's cell phone.

Economy

Air Date Program Length

10/5/09 All Newscasts 2:30

It took almost ten years for the 80-year old Fox Theater in Redwood City to be restored to its' old glory, but now it's headed back to the auction block; the building has been foreclosed on. Many old timers say the restoration of the Fox Theater is what led to the revitalization of downtown Redwood City. It was built in 1928, but it shut down a year later because of the Great Depression...now déjà vu. The owner also opened up the Little Fox nightclub next door...and brought live, big name music to the peninsula. Area merchants are concerned. The Red Lantern restaurant opened two years ago because of the Fox Theater, they said that people would dine at their restaurant after a show at the theater. Some say the Fox is one of the crown jewels of downtown. Bids on the theater will be taken on October 22nd on the steps of the county courthouse.

10/11/09 All Newscasts 2:42

Inflation fears and worries about a weak U.S. dollar have sent the price of gold soaring to over one thousand dollars an ounce, it's also sending people in the South Bay scrambling to sell pieces of gold jewelry and today they had a chance to at a hotel in San Jose.

10/14/09 All Newscasts 2:50

For the first time ion more than a year, the Dow Jones Industrial Average closed above the 10,000 mark today. The Dow gained 144 points to close at 10,015. The Nasdaq was also up 32 points. Some say this is the most visible sign yet that the economy is on the mend. But will this party last? In Lafayette, Bay Area chain department store McCaulou's has seen booming business recently. Store customers seem more reserved in their reaction to the Dow's rise.

10/16/09 All Newscasts 2:48

Struggling homeowners are seeking help at the Cow Palace this weekend hoping to save their homes from foreclosure. And if similar events in other cities are any indication, Daly City can expect at least 50,000 homeowners over the next five days. Loan counselors at a "mortgage fair" say they can cut payments and interest rates. But are their promises too good to be true? The non-profit agency Neighborhood Assistance Corporation of America or NACA estimates that at least 20% of the attendees will leave today with lower loan rates and 80% will achieve some sort of modification within weeks. But reviews are mixed. The company has a "C-" Better Business Bureau rating...critics claiming NACA over promises and payments changes can take months. Hayward resident Rebecca Banta is skeptical about anything that is both free and seems too good to be true, but she's out of options. Oakland housing official Jackie Campbell says NACA's process may not be perfect...after all counselors lack legal authority and decisions are ultimately up to the lender...but it's progress.

The votes were counted tonight and the results are in. Members of San Francisco Local 2, the Hotel Workers Union, are authorizing a strike. The union represents 9,000 workers at 31 of the city's top hotels. More than 3,000 of the 9,000 members cast votes and 92% voted to authorize a strike...most say healthcare costs are their main concern. The union represents workers at 31 hotels in San Francisco. The workers include room cleaners, bellmen, cooks waiters, bartenders, and other hotel employees. The union says their members earn an average of \$30-\$35,000 a year and cannot afford to pay more for their health care benefits. Hotel negotiators say health care is the main sticking point. The hotel negotiators say they want employees to pay a larger share because monthly health care costs for each employee have nearly doubled. Hotels operators say the economy is also making it tough with lower room prices and more vacancies. But union leaders say hotels are making profits and just don't want to share the wealth. The next round of negotiations are scheduled a week from Monday with federal mediators and the union says they would like to reach a deal, but if talks fall through, a strike could happen in the next several weeks.

10/29/09 All Newscasts

1:03

The recession may effectively be over tonight. The Commerce Department said today, the U.S. economy grew for the first time in more than a year. President Obama is cautiously optimistic, using employment as his indicator. Before the most recent quarter, the economy had contracted in four consecutive quarters...the longest decline since officials started keeping records in 1947.

12/19/09

Bay Area People

5:00

With recent pay cuts, layoffs and furloughs, it has become difficult to keep up with bills and house payments. However, a non-profit organization called, "HIP Housing," is doing something to help people financially. They help arrange shared housing for thousands of people in San Mateo County. HIP Housing matches people through careful background checking.

Originally aired 8/22/09.

Education

Air Date

Program

Length

10/17/09

All Newscasts

1:14

Hundreds of people turned out in Contra Costa County today to help the Mt. Diablo Unified School District finance its' high school sports programs. A 5k run this morning at Newhall Park in Concord was the latest fundraising effort by the United Mount Diablo Athletic Foundation. The foundation formed after state budget woes led the school district to cut off money for sports. Some of those participating today said the impact of school sports problems last long after high school is over. In addition to cutting high school sports, the Mt. Diablo School District also did away with music programs in fourth and fifth grades.

10/27/09

All Newscasts

2:45

High school sports got a big boost in the Mt. Diablo School District tonight. A community fundraising effort has kept them going for at least the time being. And tonight, the school board made a crucial decision. Hundreds of thousands of dollars has been raised and just a few minutes ago, the school board said it was enough to continue winter sports; quite a feat considering a few months ago, there wasn't enough cash to fund fall sports. John Antaki and other concerned parents quickly formed a foundation and started asking, begging really, for money and it worked. Between a 5K run earlier this month in Concord, and a steady stream of individual and corporate donations, more than \$516,000 has been raised; half of the \$1.2 million needed to keep sports going through next spring. The school board president says the impressive funding convinced him to give the green light to winter sports such as soccer and basketball. The fundraising will continue with organizers now set on saving spring sports.

11/21/09

Bay Area People

7:01

Oakland's newly renovated Fox Theater is the new permanent home for the Oakland School for the Arts. Their upcoming holiday production is the award winning musical, "The Wiz." OSA is thrilled with their new home at the Fox and as a way to give back to the community, they will be holding a community Walk-a-Thon for the non-profit DeafHope, which assists victims of domestic violence who are deaf. The Walk-a-Thon will be a walk around Lake Merritt and will benefit both the Oakland School for the Arts and DeafHope.

12/12/09

Bay Area People

6:00

Unity Care's Hip Hop 360 is a free summer program for San Jose kids ages 11-18. Through two creative arts courses, kids are able to learn essential skills that can help them later in life.

Originally aired 6/27/09

Energy

Air Date

Program

Length

7/8/09

All Newscasts

4:45

Tonight's Special Report involves California's seemingly insatiable appetite for electricity. New state laws require that a third of our energy be "renewable." But they are already sparking a highly charged fight over power lines across Northern California. A small group of towns is hoping to build power towers to link the Bay Area to a remote corner of California, east of Mount Lassen. The towers would traverse 600 miles of largely open land, cost the public well over one billion dollars and are causing an uproar in communities across Northern California. But there is major catch: the people planning the transmission lines concede they actually have no plans to actually generate any power that could be transmitted to the Bay Area. Critics call the project the "power towers to nowhere." The have no actual plan, they are just talking about building a vast solar array...some wind turbines and perhaps some thermal energy facilities. Defenders of the project say the technology does not yet exist to do that affordably.

7/27/09

All Newscasts

1:56

A new Transbay tunnel is in the works, but not to carry Bart passengers...instead it will carry water. Operators of the Hetch Hetchy water system that millions of Bay Area residents depend on...say a new tunnel deep beneath the Bay is critical, to replace old, aging pipes that could fail in a major earthquake.

7/29/09

All Newscasts

2:45

The recession and the state budget crisis are causing many Californians to rethink what the government should do about global warming. A new survey indicates Californians are now evenly split on quick action...versus the potential cost.

9/14/09

All Newscasts

2:09

A few simple steps could save you hundreds of dollars a year in energy costs. A new survey of more than two thousands Americans by Consumer Reports national research center shows almost half of those polled don't make a habit of lowering their thermostat overnight or when they leave the house. A look the many ways you can save enery.

Environment

Air Date Program Length

10/1/09 Bay Area People 8:31

With plastic bags littered everywhere we look, it's no surprise that the city of San Jose is considering a ban on bags. If passed, the ordinance would be the strictest in the nation. San Jose City Council member Ash Kalra explains the proposed ban that would include all single use plastic bags as well as paper bags.

10/1/09 Bay Area People 8:13

Over the past several decades, honeybees were dying by the thousands and there was no explanation as to why. During the summer of 2006-2007, the honeybee population was nearly wiped out and now the cause has been identified as Colony Collapse Disorder. Although experts are not 100% certain why CCD occurs, one cause is due to the invasive varroa mite, a parasite that attaches itself to the bees and kills them. As many as 50% of all bee colonies were lost. Honeybees are now making a slow comeback using several treatments to fight the varroa mite. Beekeepers Cheryl Loraditch and Frederick Nelson discusses how their business was affected by CCD.

10/9/09 All Newscasts 2:44

Most people try to stay away from mountain lions, but today a group of researchers in Santa Cruz County went looking for them. KTVU went along and tells us why the group is concerned about the mountain lion's survival. Researchers estimate there are between 30 to 100 cougars in the Santa Cruz Mountains. They say they are worried that human development is cutting off the lion's land. Researchers plan to collar as many lions as they can, and eventually expand their study to the East and North Bays.

10/17/09 All Newscasts 2:56

Making things safer has been a real priority since then. So has making us better prepared for the next time. We look at today's commemorative events that highlighted lessons learned from the Loma Prieta Earthquake an illustrated the need to do more. At San Francisco's Marina Green, this anniversary was marked with a drill, where 200 volunteers practiced freeing trapped earthquake victims and they identified which of the wounded, or actors, needed immediate help. This is San Francisco's Neighborhood Emergency Response or NERT, founded by the fire department in response to the Loma Prieta Quake. Since Loma Prieta, 20,000 NERT members have been trained in earthquake response at a rate of 2,000 a year. In Oakland, the anniversary was marked with the reading of 42 names of those killed in the collapse of the double-decker Cypress Freeway.

Efforts to make available a new specialized California license plate featuring the Golden Gate Bridge appear to have stalled. Few people have signed up to put the plate on their bumper and that has open space groups concerned. The plates would generate a minimum of one million dollars a year for the State Coastal Conservancy and be required to stay in the Bay Area. The Conservancy as contributed to projects across the Bay Area. But after more than a year, the agency has only secured a fraction of the required 7,500 needed to make the plates. The license plate would cost \$50 initially, and \$40 every year to renew it. The conservancy says it could help local cities, counties and non-profits at a time when funding is shrinking.

10/20/09 All Newscasts 3:06

The East Bay regional Park District reached a milestone today...seventy-five years after it was created; the park district has now grown to more than 100,000 acres. And the newest piece of land will offer some incredible views, in fact, on certain days; you may actually be able to see the mountains in the Sierras. The 5,000-acre Pleasant Ridge Regional Park near Sunol will soon grow by another 1,100 acres after the East Bay Regional Park Board today approved the purchase of adjacent Tyler Ranch. General Manager Pat O'Brian says there are a number of similarities between today and when the park district was created during the depression. For example, property values are down, making it easier for conservation groups to acquire land if funding is available. The addition of the new land will help maintain the district's claim on the largest regional park system in the nation.

10/30/09 All Newscasts 2:57

At this hour we still don't know how much fuel spilled into the bay. The Coast Guard has not offered an estimate. But officials tonight are warning people to avoid swimming in the bay or other contact with the water. The spill took place about two miles south of the Bay Bridge, while a barge was fueling the tanker, "Dubai Star." With the big 2007 Cosco Busan spill fresh in their minds, numerous agencies responded quickly to start the clean up. There has been some criticism of the response today because it took four hours to get protective booms into place. As of yet, there have been no reports of oiled wildlife and crews have put out 11,000 feet of boom to protect sensitive coastal areas.

11/7/09 Bay Area People 15:57

Seismologists have been warning the Bay Area that the next big earthquake will occur on the Hayward fault line and will be 6.8 or greater in magnitude. One reason they know that the Hayward fault will go is that October 21st, 2008 will mark the 140th anniversary of the 1868 Hayward earthquake, which was the first great "San Francisco earthquake' and one of the most damaging earthquakes in the nation's history. The Hayward fault has not had a major shake since 1868 and experts know that the history of this fault shows a major quake will occur, on average, every 140 years. The Hayward fault is about 40 miles long, stretching from the San Pablo Bay down to Milpitas. A repeat of the 1868 quake today would affect property more than \$500 billion and approximately 200,000 to 300,000 people will be homeless.

Originally aired 5/14/08.

11/7/09 Bay Area People 7:44

Less than 7% of us will be ready for the next quake, so getting prepared with proper safety kits should be high on everyone's agenda. It's recommended that we have a safety kit in the car, at work and also at home. You can create your own survival kit or purchase one already made and ready for use. Remember, you and your family should plan on surviving on your own for at least 72 hours before emergency responders may reach you.

Originally aired 5/14/09.

Government

<u>Date</u> <u>Program</u> <u>Length</u>

10/11/09 All Newscasts 2:52

We're getting late news from the governor's office that enough progress has been made by legislative leaders to fix California's crumbling water system...that the governor will no longer be able to veto most of the bills on his desk before the midnight deadline. A special session has been called to address the water issue. The governor's spokesman says progress is being made for the framework for a comprehensive water agreement and he gives credit to the governor's strong arm tactic: threatening to veto the bulk of an entire legislative session, unless water becomes part of the package. Legislative leaders argue they haven't neglected water reform. They tried two years ago in a special session to launch an upgrade of the aging water system. Once there is a water bill blueprint, there will be a special session to pass specific legislation to fund the water improvements by issuing bonds.

10/14/09 All Newscasts 2:47

A new KTVU field poll seems to suggest that Californians have more faith in the federal government than they have in their own state government. There is hope that the nation is back on the right track...but deep fears that the state is on the wrong track. An overwhelming majority of those polls, 78% say things are getting worse in the state: one of the bleakest assessments of California in field poll history.

10/17/09 Bay Area People 8:04

Former KTVU news anchor and reporter, Mark Curtis, left the station to cover the country's Presidential election during 2008. His journey created his first book, "The Making of the President, 2008." Mark shares his stories of traveling around the nation, the countless individuals he met who helped shape this country, and how it all came together to elect our 44th President.

10/27/09 All Newscasts 2:45

Hundreds of Palo Alto workers are vowing to take action after rejecting a contract that the city council imposed on them. The workers voted overwhelmingly tonight against the contract. It appears Palo Alto city workers will be at their jobs tomorrow, but not happily. Members of the Service Employees International Union Local 521 voted tonight on a last, best, final contract offer that the city is imposing on them. What the union rejected was a contract that calls for retirement benefits and for the first time employees would have to pay for health care benefits. The union says there will be no strike now, but job actions will be taken. The city says it values its' employees, but it has to deal with a ten million dollar budget deficit and wants to do that without layoffs. The city says workers will see the reduced take home pay in their paychecks within the next two weeks.

Health

<u>Date</u> <u>Program</u> <u>Length</u>

10/5/09 All Newscasts 2:19

Doctors in Indiana took the first doses today of anew vaccine to prevent the H1-N1 flu virus and a Bay Area vaccine shipment is due to arrive within days. But a new, exclusive KTVU field poll suggests not everyone is planning on taking it. Although, parents told us they were planning on vaccinating their children. Health officials in Indiana today administered to doctors, the nation's first doses of H1-N1 vaccine as a nasal spray. 7,000 doses promised to San Francisco have not yet arrived. San Mateo County officials staged a mass immunization drill, simulating an H1-N1 emergency...they used seasonal flu shots. Health officials say every year, about half of Bay Area workers refuse flu vaccinations.

10/7/09 All Newscasts 2:20

The first H1-N1 vaccines arrived today in the Bay Area. But a new poll out tonight indicates many Americans don't plan to get one. In the Associated Press survey, only 52% said they intend to get the vaccine. The most eager for it are seniors. 62% said they will be vaccinated, but only 45% of 18 to 29 year olds said they plan to take it, even though they're the group considered most Vulnerable to H1-N1. Santa Clara County received 14,000 doses yesterday of flu vaccine, which is going to 58 medical providers, including Ramble Pediatric Center in Los Gatos. Dr. Julie Kim says she is seeing three patients a day with H1-N1. The medical staff will be first in line, followed by healthy children ages 2 to 9. The mist version of the vaccine is starting to arrive all across Northern California. Patients at this Watsonville clinic started getting the vaccine today. Santa Clara, Alameda, Contra Costa, Solano, Santa Cruz and Napa Counties say in the past two days, they've received their first shipment. San Mateo and San Francisco Counties are expecting theirs soon. But counties warn they are initially receiving small quantities.

An innovative therapy to treat people with life threatening cases of H1-N1 flu is making an impact on cases here in the Bay Area. It's not a shot or a nasal spray; it's a bed. A rotating bed may help treat the most severe cases of H1-N1. The therapy is not well known, even in the medical community, but as the flu season rapidly approaches; that is quickly changing. Rotoprone company officials say 12 critically ill patients were treated with Rotoprone therapy in the Bay Area so far this year, eight survived, including Harry Orner of Hayward. His lungs, kidneys and liver all started to fail. Doctors induced a coma and for three weeks he lay in a prone position on his stomach, keeping pressure off his lungs and allowing the bed's rocking motion to push the fluids out of his airways. He has been home one week from the hospital and is grateful to be alive. Company officials say they are ready for the flu season; there are 227 beds across the country...six in the Bay Area, which the company essentially rents to hospitals that need them. The company is working to make more available, but says so far it has been able to meet demand.

10/17/09 Bay Area People

Meet Irina Kofman, a young woman, who at the age of seven was diagnosed with acromegaly, a pituitary gland disorder that causes abnormal growth of the hands and feet, as well as the enlargement of facial features such as the brow, jaw and nose. Irina shares with us the trials and tribulations of growing up with this disorder and how, through medication, she can live a full, normal life. Joining Irina is Dr. Laurence Katznelson, Medical Director of the Pituitary Center at Stanford Hospital, who discusses the symptoms and treatments for people suffering from acromegaly. The Pituitary Canter will be hosting a Pituitary Patient Education Day for family, friends, patients and those who want to learn about pituitary problems. Originally aired 5/2/09.

14:44

10/22/09 All Newscasts

The vaccine may be in short supply, but it looks like California will have plenty of respiratory masks on hand. It's called a N-95 respirator. Three years ago California stockpiled 50 million of the specially designed masks in case of a pandemic...which has now arrived with H1-N1. Today, Sacramento state health officials said half of its masks will be made available for use.

1:53

10/29/09 All Newscasts 2:46

San Francisco's health department began providing free H1-N1 vaccines today at a number of clinics. The lines were long at at least one of the clinics tonight as families gathered with the hope of getting vaccinated. Nine clinics will also offer the free shots to high-risk children and adults tomorrow from 4-7pm and on Saturday from 8am until noon. For more information on the clinic locations and whether you fall into one of the high-risk groups...call 311 from any telephone in San Francisco. Santa Clara received its first delivery of the injectable H1-N1 vaccine today. Doctors hope to get as many residents vaccinated as soon as possible. But many people say they don't want the shot. For the next week, the health department is instructing doctors only to give the flu vaccines shots to high risk groups.

10/31/09 Bay Area People 6:00

An estimated 1 out of 2000 births results in a child born with a disorder of sex development (DSD), also known as an intersex condition. Babies with this condition are born with physical genitals that are not typical of female or male characteristics. Palo Alto author and scholar Katrina Karkazis, Ph.D., wrote a book on the topic called, "Fixing Sex: Intersex, Medical Authority, and Lived Experience," and she joins us in the studio to explain what it means to have an intersex condition.

Social Issues

Air Date Program Length

10/1/09 Bay Area People 6:36

Rosie Sorenson is the author of, "They had me at Meow: Tails of Love from the Homeless Cats of Buster Hollow." The book is a collection of photos and personal accounts of Rosie's passion for helping feral cats. Rosie encountered her newfound love for feral cats while on a walk in Buster Hollow. After spending countless days with 20-30 of the neighborhood's feral cats, she learned new lessons about finding friendship and love through her personal bond with the animals.

10/1/09 Bay Area People 7:13

The Asian Women's Shelter, located in San Francisco, is another agency, which is being affected by budget cuts. Although they were able to avoid drastic service cuts and staff cuts, they are still proceeding with caution. In order to raise more funds and extend their services, the Asian Women's Shelter launched their Dandelion Campaign. This project will end in January, so do not hesitate make your contributions today.

10/5/09 All Newscasts 2:46

A Bay Area animal shelter has been shut down following a surprise inspection. The Humane Society says it found cats and dogs at the Milo Foundation Shelter in San Rafael, living in filthy and over crowded conditions. Milo Executive Director, Lynne Tingle denies the allegations, saying the early morning inspection didn't allow her staff time to clean up. Tingle admits having more animals than permitted by the city, but said she was in the process of requesting the permit be changed to allow more dogs onsite. She says the raid is part of a vendetta by a disgruntled employee and says the foundation has rescued thousands of animals over the last 15 years. The Milo staff has spent the last couple of days cleaning, but the Humane Society says that's not enough. It wants to see major changes and will work with the foundation to develop a plan to address the issues.

10/10/09 Bay Area People

15:17

October is Domestic Violence Month and as women and organizations bring attention to this important social issue, non-profit organizations in California are struggling to remain in business. "Yvonne" is one of many women who faced the harsh realities of domestic abuser. Upon deciding to leave her abusive husband of 18 years, she drove across country in search of a shelter that would take her in. After driving thousands of miles and being turned down by 15 agencies due to a unique situation, Northern California's STAND! Against Domestic Violence was the only shelter to offer her hope and irreplaceable life skills. Governor Schwarzenegger has cut \$24.4 million, slashing all funding to California's domestic violence agencies. Many groups have had to make drastic cuts, or even completely close their doors. Without necessary resources, many women and children will be severely affected. Now, more than ever, these agencies need your help. STAND! Is having their annual Rebuilding Lives luncheon, October 22, with keynote speaker Robin Givens. You can also contribute by participating in this month's Dining Out Against Domestic Violence Campaign.

10/11/09 All Newscasts

2:56

There are many gays and lesbians in the Bay Area who have linked the gay rights struggle to the civil rights movement to be free of discrimination. Today, gay rights supporters in San Francisco and across the country rallied and sent a message to the President of the United States. They want equal rights for all, and they want President Obama to stand true to what he said yesterday, the he would end the "don't ask, don't tell" policy. Organizers of today's march in San Francisco say they are working to overturn Prop. 8, the initiative that banned same-sex marriage in November. The day of action stretched from the Golden gate to the gates of the Whitehouse. Some activists in Washington have criticized the President for a lack of specifics on how he plans on fighting for same sex equality. Lawmakers on both side of the aisle agree that getting the support of military leaders will be a vital step if don't ask, don't tell is to be overturned. The President has also pledged to overturn the federal defense of marriage act.

10/14/09 All Newscasts

2:09

There's a new development tonight in California's tug of war over same sex marriage. A federal judge has ruled that a lawsuit challenging the Proposition 8 imposed ban on gay marriage "can" go forward to the trial. And in this case, unlike others, could end up before the U.S. Supreme Court. Since Prop. 8 passed last November; legal challenges to the ban on gay marriage have been handled in the California State courts. Proponents of the Prop. 8 gay marriage ban were not happy with the judges ruling. They say Prop. 8 does not discriminate and that California voters who passed the ban on gay marriage... want to see the issue resolved once and for all. Legal scholars say the lawsuit could have a huge impact nationwide. The plaintiffs in this case...a lesbian couple from Berkeley and a gay couple from southern California, were here today, but did not comment. The trial is set to begin here in the U.S. District Court on January 11th.

11/14/09

Bay Area People

8:05

Suicides among young people continue to be a serious problem. Even with the recent tragic suicides of students from Palo Alto's Gunn High School, families' struggle to discover the "whys" behind their children's darkness.

11/14/09

Bay Area People

4:07

Janis Dougherty lost her 18-year-old daughter, Amanda to suicide. Although her daughter had been diagnosed with childhood depression, she did not display any of the typical warning signs and had a full, normal teenage life. In search of comfort, Janis turned to the American Foundation for Suicide Prevention, first as a volunteer for their annual Out of the Darkness Walk, and now as a board member. She is also active in outreach services to youth as a public speaker at local high schools.

11/14/09

Bay Area People

4:00

The Marin County Teen Mental Health Board, mentors teens to help get the message out about depression and suicide prevention to their peers. Coordinator Drew Lamden, and student president, Malla Keefe, share how peer-to-peer and, peer-to-community education on suicide prevention is critical to getting the right help.

11/14/09

Bay Area People

6:45

Today's teens can be found online, while chatting with friends while networking through social sites such as Facebook and Twitter. Ashley Hopkins, Youth Outreach Counselor at YFES in San Carlos is working to prevent teen suicide through a peer-to-peer chat room. The chat room is run by trained volunteers, aged 14 to 19, who can relate to other teens who are feeling depressed or suicidal.

11/21/09

Bay Area People

6:00

With Thanksgiving around the corner, there are still many Bay Area families who cannot afford to celebrate with a warm meal. Through a grassroots community effort of more than 300 volunteers, Katherine Havener and the Tri-Valley Basket Brigade are looking to change that. The Brigade assembles and personally delivers 400 baskets and care packages filled with Thanksgiving meal essentials and everyday items to families in need and homeless individuals throughout the Bay Area, spreading the joy of Thanksgiving to those who need it most.

12/26/09

Bay Area People

5:00

Indian immigration attorney and author, Anu Peshawaria, shares the stories of immigrant women who marry and unknowingly have their human and legal rights taken away from them. They come to this country, marries to their "true love," only to find themselves in an abusive relationship that makes them near "slaves." Peshawaria is an internationally recognized human rights attorney, and founded the non-profit, Seva, to help women immigrating to the U.S. with their legal and financial rights. Originally aired 8/29/09.

Transportation

Air Date Program Length

10/14/09 All Newscasts 2:52

Traffic is back to normal on the Bay Bridge after a Safeway truck flipped over on the upper deck this afternoon, it happened as the truck driver was trying to navigate the new "s" curve section of the Bay Bridge. For five and a half hours after the crash, only one lane of cars could squeeze by and traffic backed up for miles. Since the new configuration, the CHP has logged 20 accidents eastbound on the curve and eight westbound. Caltrans officials say they recent accidents are prompting changes. Late Thursday night, and Friday, crews will be adding signs warning drivers of the upcoming "s" curve, while radar signs will tell them how fast they are driving and if the need to slow down on Yerba Buena Island.

10/14/09 All Newscasts 1:22

That "s" curve on the Bay Bridge has been the source of numerous complaints. Caltrans added the curve over the Labor Day weekend to accommodate on-going construction of the new Eastern span. For drivers who are unfamiliar with the new curve...it can catch them off guard, forcing many to hit their brakes and slow down. Regular commuters say it's to blame for an increased drive time on the bridge.

10/28/09 All Newscasts 2:02

A CHP officer told us it was incredibly fortunate that the debris falling from the Bay Bridge yesterday didn't injure or kill anyone. Others have suggested that the failure of the repair work does not instill confidence in Caltrans. Those sentiments are not lost on the crews performing the work. Despite many checks and balances, reviews, tests, retests and inspections...it all came crashing down. The contractor making the second repair says the steel used to reinforce the cracked bar...failed from friction. Though it seems no one was negligent or incompetent, a critical repair, done at a fast pace...provided too much for the system of checks and balances Caltrans and its' contractors used two months ago. This time, Federal Highway Inspectors will vette the repairs...something they did not think was necessary to do over Labor Day.

KTVU

Public Service Announcements

PUBLIC SERVICE ANNOUNCEMENTS

COMMUNITY CALENDAR PUBLIC SERVICE ANNOUNCEMENTS

These locally produced, :10 (ten second) & :30 (thirty second) billboards air during the following KTVU newscasts as well as during the regular broadcast day:

KTVU Channel 2

Morning News

Monday – Friday

5:00am - 7:00am

Mornings on 2

Monday – Friday

7:00am -9:00am

The 5 O'Clock News

Sunday

5:00pm - 6:00pm

(psa's are :10 (ten seconds) in length during this program)

The 10 O'Clock News

Monday – Saturday 10:00pm – 11:00pm

The following are all Community Calendar Announcements:

Alameda County Library

Help eliminate illiteracy and give someone a better chance at life. The Alameda County Library needs volunteer tutors to teach basic reading and writing skills to inmates. All sessions take place at the Alameda County jails in Dublin and Oakland. Training support and materials will be provided.

Asian American Cancer Support Network

Celebrate hats and their importance to cancer survivors at the fourth annual "Hatwalk," on Saturday, November 1st. The event takes place at the Hyatt Regency in Burlingame and features a fashion show and auction or designer headwear. All proceeds benefit the Asian American Cancer Support Network for cancer education and screenings.

Charity Turkey Bowl

Bowl with the pros and local celebrities at the annual charity Turkey Bowl at Serra Bowl in Daly City. The Tuesday November 25th event helps feed Bay Area families in need during the holidays, especially in these harsh economic times. Donations will be accepted and proceeds benefit St. Anthony Dining Room and the North Peninsula Food pantry and Dining Center.

Friends of the Dublin Library

Looking for a great gift for the avid reader on your shopping list? Stop by the "Holiday Book Sale," on Saturday, December 6th at the Dublin Library. Find a great assortment of hardcover books in excellent condition. Choose from children's literature, photography, cookbooks and more.

Hopalong

Join KTVU's Rosy Chu at the fourth annual "Fur Ball," on Saturday November 8th. This festive event features food, drinks, music and a silent auction, all taking place at the Clark Kerr Conference Center in Berkeley. All proceeds benefit Hopalong and Second Chance Animal Rescue to save abandoned pets from being out to sleep.

Japanfest

Japantown Community Congress of San Jose

Immerse yourself in Japanese culture at the "Spirit of Japantown Festival" in San Jose. The eight block street fair takes place Saturday October 4th. Catch the spirit with live entertainment, authentic Japanese food, toys and goods from Japan's rich history and pop culture.

Lighted Yacht Parade

It's time for the 32nd annual "Lighted Yacht Parade." This floating Christmas light show takes place on Saturday, December 6th along the Oakland Alameda Estuary. The Oakland Firefighters and the Alameda County Community Food Bank will be on hand to collect toys and food for Bay Area families

Marin County Triathlon

Get in shape and attend the first ever Marin County triathlon on Sunday, October 26th. The event takes place at McNear's Beach County park in San Rafael. The competition consists of a 1.5K swim, a 40K bike ride, and a 10K run. Compete against athletes of your own ability with proceeds benefitting various non-profits.

United Way

It is difficult for Bay Area families to make it in these tough economic times. But there is hope with the United Way. Call 211 to be connected to a network of organizations that assist with meals, housing and healthcare. And if you can support the United Way and their services, call 211 to donate your time, money or even food.

Bay Area People Community Calendar -

Billboard Public Service Announcements

The following are Bay Area People Community Calendar Announcements. These :10 (ten second) Community Calendar Announcements aired during the program Bay Area People:

10/1/09

- -Fall Native Plant Sale, Hidden Villa Ranch, Los Altos Hills, Oct. 17th, 10am-3pm.
- -The Buddy Walk, Nat'l Down Syndrome Society, Oct. 11, 10am, Heather Farms, Walnut Creek.
- -20th Annual Walk for Aids, Silicon Valley AIDS Leadership Center, Oct. 18th, Discovery Meadow, San Jose.

11/21/09

- -Oakland Holiday Parade, downtown Oakland, Broadway & 11th Sts., Dec. 5, 2pm.
- -Ring in the Holidays, Handball Choir, San Mateo County History Museum, De. 5th, 1pm-2pm.
- -Berkeley Artisans Holiday Open Studios, Dec.5-6, 19-20, 11am-6pm, various locations in Berkeley.

Public Service Announcements

KTVU airs PSA's during it's broadcast day. These include PSAs produced by KTVU, as well as regional and national announcements. Announcements range in length from :10, :15, :20, :30, and :60 seconds.

KTVU- Public Service Announcements for Local Organizations:

Alameda County Food Bank

Almaden Valley Women's Club

Berkeley Food and Housing Project

Children's Hospital

Children's Health Council

City of San Ramon

Cox Conserves Heroes

Creativity Explored

The Crucible

Diablo Regional Arts Association

Eden Medical Center

Friends of Faith

Greater Bay Area Make-A-Wish

HERS Breast Cancer Foundation

Habitat for Humanity East Bay

Homefront Festival

Japantown Community Congress

Leap

March of Dimes

Marin County Triathlon

Montelair Community Action

Monterey Bay Aquarium

Oakland Zoo

Operation Salute

PHS/SPCA

Project Homeless Connection

Remember Them KTVU

Remember Them TV36

San Francisco Chinatown Merchants Association

San Francisco Public Library

San Francisco Theater Festival

United Way

Wells Fargo

- Marina Brown
- Self Help for Elderly
- Support Schools

National PSA's

Aging Services of CA

Air National Guard

American Diabetes Association

American Red Cross

American Rescue Association

American Veterinary Medical Assoc.

Bay Kids

California Highway Patrol

California Library Literary Services

California Office of Traffic Safety

California Orthopaedic Association

Cancer Project

Center for Economic & Entrepreneurial

Communities in Schools

Corp. for National Community Service

Cure Search National Childhood

EPA

FCC DTV Facilities KICU

FCC EAS Test

FCC EEO

FCC Kids Liaison

Flex Your Power

Habitat for Humanity

JDRF

Keep California Beautiful

March of Dimes

National Glaucoma Research

National Guard

National Pest Management Association

National Stroke Assoc.

Nutrition Education

Office of Traffic Safety

Partnership for a Drug Free America

Public Transportation Partnership

Rechargeable Battery Recycling

Ronald McDonald House

Science, Engineering & Technology

Senior Citizen's League

Society of St. Vincent DePaul

Social Security Administration

Susan G. Komen

National PSA's continued:

UNICEF

U.S. Air Force

U.S. Department of Education

U.S. Department of Health & Human Services

U.S. Marines

Volunteers of America

Wounded Soldier Project

Ad Council-

Adoption

Amber Alert

Anti-Steroids

Autism Awareness

Childhood Asthma

Emergency Preparedness

Financial Literacy

High School Dropout Prevention

Hunger Prevention

Lifelong Literacy

Lupus Awareness

Online Exploitation

Patient Involvement

Reducing Gun Violence

Teen Dating Violence

Underage Drinking

Veteran Support

Youth Reckless Driving

FOX NETWORK PUBLIC SERVICE ANNOUNCEMENTS

FOX NETWORK PUBLIC SERVICE ANNOUNCEMENTS

The following page contains Fox Network Primetime/Sports/Late-Night PSA's that aired during the 4th quarter of 2009: